

SIMIEN ANTONIS PARR

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EDUCATION:

Valencia College, Orlando, FL

Associate of Science - Graphic Design & Web Development 2010

- Spotlight Student for 2011 Inctrl Conference Orlando
- Official Selection for 2009 & 2010 Student Exhibition
- VCC 2010 Element Production-Ready Award
- President's List 2008
- Dean's List 2009

PROFESSIONAL EXPERIENCE:

AKT3 llc, Baltimore, MD

08/2020 – 04/2021

A software product for an individual that prioritizes deals on the market

Creative Consultant

- Designed systematic workflows and processes for incoming deals
- Created initial website concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specs
- Obtain required logistics resources and participate in site surveys
- Identified and corrected efficiency bottlenecks, which resulted in faster, more accurate designation of deals
- Maintained consistent style and design quality in accordance with readership, display and workflow goals
- Assisted in maintaining the software support log and submitting a summary to management each week
- Worked with management to plan and execute several large software upgrade projects
- Played an integral role in creating new automated method for property tracking procedures to increase accuracy and accountability
- Provided support utilizing the Parts and Repair Ordering System
- Applied logistics knowledge to perform various tasks related to the planning, development, implementation and management of a comprehensive, affordable and effective systems support strategy
- Diagnosing, troubleshooting, repairing and debugging large and complex application systems and datasets
- Reporting design, reliability, and maintenance problems or bugs to the Engineering, QA, and Product Management teams

HomeBase, Baltimore, MD

06/2016 – 02/2020

An affordable shared workplace environment that offered monthly workspace, officespace and business services.

Creative Consultant

- Designed corporate identity/branding, styleguide, messaging, taglines, visual imagery, and culture
- Created initial website concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specs
- Synthesized and compiled findings to inform user experience strategy
- Executed personas, user scenarios, sitemaps, storyboards, task flows, user experience specs, user interface design patterns, wireframes, high-fidelity mockups, and clickable prototypes
- Facilitating the problem-solving meetings across multiple departments to ascertain corrective actions and how they are to be implemented
- Collaborated with owners to design and create collateral material and digital media for promoting the product
- Maintained consistent style and design quality in accordance with readership, editorial and advertising goals
- Located printing sources and performed prepress, quality control and press inspections on all printed materials
- Collect, compile, analyze, investigate, research, and/or apply logistics, maintenance, acquisition or financial data and information
- Provided consultation for owners and conducted research with Architect before offering design plans and suggestions
- Formulated design plans that were practical and aesthetically pleasing
- Made sure all architectural and interior design plans were conducive to the needs and desires of the owner
- Managed owner budgets, billing, and accounts
- Handled correspondence between owners and customers, billing, and scheduling
- Board Member of the Baltimore Better Business Bureau
- Participated in annual citywide events and offered our workspace as a venue
- Responsible for taking incoming user support requests and solving the problems
- Responsible for doing immediate in-person support functions whenever a customer or worksite had an issue
- Participated in special projects as required while informing business and non-business customers on our products and services
- Collaborating with other support teams and vendor product teams as required to resolve requests/issues in a timely manner and ensuring the proper documentation, notification, escalation, tracking and follow up of issues/solutions using established procurement processes
- Applied the defined practices, procedures and company policies to triage, troubleshoot and resolve both known and unknown issues and addressed routine and moderately complex customer questions

Transit Labs, Washington, DC

07/2013 – 06/2016

A transit data analytics and visualization startup, providing software as a service to public transportation.

Creative Director

- Designed corporate identity/branding, styleguide, messaging, taglines, visual imagery, and culture
- Created initial concept models, heuristic reviews, sitemaps, process flows, sketches, wireframes, prototypes, and detailed specs
- Synthesized and compiled findings to inform user experience strategy
- Executed personas, user scenarios, sitemaps, storyboards, task flows, user experience specs, user interface design patterns, wireframes, high-fidelity mockups, and clickable prototypes
- Managed the technical execution of developers and testers to ensure the functional product reflects all specifications
- Maintained consistent style and design quality in accordance with readership, editorial and advertising goals
- Located printing sources and performed prepress, quality control and press inspections on all printed materials
- Oversaw the architectural process and execution of layout, interior design, materials and paint with the architect
- Attending the trade shows as a technical/design liaison able to offer both technical and operational insight for future sales leads
- Helped improve the product by collecting client enhancement requests and providing to product management
- Assisting the development of group brainstorming and discussion of software structure, feature sets, and new technologies for saas solution
- Identifying the recurring issues and working with the product/tool development teams to identify solutions

Freelance, Remote

06/2008 – 02/2013

A self-owned and operated creative studio.

Creative Director

- Developed and presented proposals for design work to small business owners and company managerial staff for projects ranging from website design, exhibit materials and marketing collateral, to complete branding and identity overhauls
- Managed the design and prepress standards of all digital files from clients
- Created identity systems for clients that paired with style guidelines and used as a framework to ensure the corporate image is cohesive and consistent
- Conceptualized and executed design, resolving projects to client's satisfaction, accurate billing and payment collection, and assistance in the printing process
- Experienced in working directly with clients and multitasking multiple projects from concept to production while working under intense deadlines

Casual Corp., New York, NY

07/2010 – 05/2012

A venture studio in New York City that helps corporate entrepreneurs discover, validate, and build new product lines or businesses.

Creative Director

- Designed corporate identity/branding for the company and each product the company created
- Designed templates and created brand standards for marketing materials
- Developed an ideation process to ensure that a minimum viable product could be executed within a small amount of time
- Developed front-end design and functionality for all products
- Taught our user experience and interface design methodology within a fellowship program and worked individually with fellows

Revolver New York, New York, NY

02/2011 – 06/2012

A full service creative agency specializing in lifestyle marketing, brand development, and product design.

Art Director

- Designed and produced advertisements for magazines, newspapers, print ads, and annual reports
- Coordinated with show decorators all fabrication that needed to be produced on-site; ensured that all design and color standards were consistent throughout the trade show event itself
- Conducted pitches and meetings with clients to demonstrate project ideation, process, creation, and execution
- Created, managed, and maintained all marketing design, preflight and prepress standards
- Directed small teams of designers, who simultaneously worked on multiple projects across various disciplines
- Designed and developed content management system websites, user interface skins, icon, and graphic elements

INTERNSHIP EXPERIENCE:

Lure Design, Orlando, FL

02/2009 – 07/2009

Production Intern (5 Hours per week while attending Valencia College full-time)

Look Marketing Orlando, FL

03/2010 – 11/2010

Design Intern (20 Hours per week while attending Valencia College full-time)

ORGANIZATION AFFILIATIONS:

- AIGA
- Dribbble
- Behance
- Forrst by Zurb
- Graphic Design Stack Exchange

CLIENTS:

- DOT (Department of Transportation)
- Microsoft
- Mercedes Benz
- MOCA
- Mission Athletecare
- Court Grip
- Foot Locker
- The Avant Garde Diaries
- Morgans Hotel Group
- Kimpton Hotel Group
- JRK Hotels
- Tao Group
- Guerrilla Culinary Brigade

REFERENCES:

- Available upon request